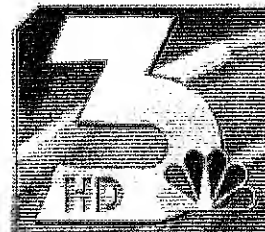


**ORDER**

KSNV

**Orders**  
**Order / Rev:** 106114  
**Alt Order #:** 06848583  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2643  
**Flight Dates:** 09/03/12 - 09/16/12  
**Original Date / Rev:** 08/30/12 / 09/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heck, Joe for Congress - Revised  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	48	\$28,250.00	\$24,012.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$28,250.00	\$24,012.50	0.00
<b>Totals</b>	<b>48</b>	<b>\$28,250.00</b>	<b>\$24,012.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	30%	\$28,250.00
Market	100%	\$94,166.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$31,075.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	31%	\$29,191.67
KTUD	1%	\$941.67
KVVU	2%	\$1,883.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	MT-----	2		\$700.00		0.00						

Order / Rev: 106114  
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 Flight Dates: 09/03/12 - 09/16/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2643

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					2	\$700.00		0.00			
E 2	KSNV	09/07/12	09/07/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$450.00		0.00			
E 3	KSNV	09/10/12	09/14/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-WTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$450.00		0.00			
E 4	KSNV	09/06/12	09/07/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$550.00		0.00			
E 5	KSNV	09/10/12	09/14/12	Today Show Today Show	CM	658a-9am	M-WTF--	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$550.00		0.00			
E 6	KSNV	09/03/12	09/05/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,000.00		0.00			
E 7	KSNV	09/06/12	09/07/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$725.00		0.00			
E 8	KSNV	09/10/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	M-WTF--	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$725.00		0.00			
E 9	KSNV	09/07/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$725.00	2	0.00	NM	1	\$725.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$725.00		0.00			
E 10	KSNV	09/10/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-W-F--					3	\$725.00		0.00			
E 11	KSNV	09/03/12	09/05/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-W----	:30	2	\$800.00	2	0.00	NM	1	\$800.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-W----					1	\$800.00		0.00			
E 12	KSNV	09/06/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	\$400.00	2	0.00	NM	2	\$800.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$400.00		0.00			
E 13	KSNV	09/10/12	09/14/12		CM	730-758pm	M-WTF--	:30	4	\$400.00	2	0.00	NM	4	\$1,600.00

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Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2643  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Face to Face w/ Ralston															
Face to Face w/ J. Ralston															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					4	\$400.00		0.00			
E 14	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.002		0.00	NM	1	\$750.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$750.00		0.00			
E 15	KSNV	09/10/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	4	\$750.002		0.00	NM	4	\$3,000.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					4	\$750.00		0.00			
E 16	KSNV	09/08/12	09/15/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	2	\$450.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$225.00		0.00			
		Week: 09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 17	KSNV	09/09/12	09/16/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	2	\$400.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$200.00		0.00			
		Week: 09/10/12	09/16/12	-----S					1	\$200.00		0.00			
E 18	KSNV	09/08/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$225.003		0.00	NM	2	\$450.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$225.00		0.00			
		Week: 09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 19	KSNV	09/08/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	4	\$3,000.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----SS					2	\$750.00		0.00			
		Week: 09/10/12	09/16/12	-----SS					2	\$750.00		0.00			
N 20	KSNV	09/05/12	09/05/12	News 3 Live in Prime	CM	7-10pm	--W----	:30	1	\$1,000.001		0.00	NM	1	\$1,000.00
News 3 in Prime															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$1,000.00		0.00			
N 21	KSNV	09/05/12	09/05/12	Face to Face in PRIME	CM	8-11pm	--W----	:30	1	\$800.002		0.00	NM	1	\$800.00
Face to Face in PRIME															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$800.00		0.00			
													Totals	48	\$28,250.00